

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 24, 1998

RJR Account #619822

Mr. B. Finkle

WUSTEFELD CO.

MAY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800266

Dear Bruce:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **15** SKUs of preassembled Counter Displays (Item #541085) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
1	Winston FF Box	12300-25252
1	Winston Light Box	12300-25253

Product / Premium Arrival:

April 13, 1998

Ship Date to Retail:

Week of: April 27, 1998

Displays (Item #541085)

SKU CUBE: 1.7500

SKU WT (w/o Product): 3.7500 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$562.01

51859 3501

-2-

MAY .70¢ 2-Pack Tear Tape
WUSTEFELD CO.

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box.*

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED WHOLESALE PACKING INSTRUCTIONS**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (1 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162306

L. E. MacWilliams

Note to RJR Manager:

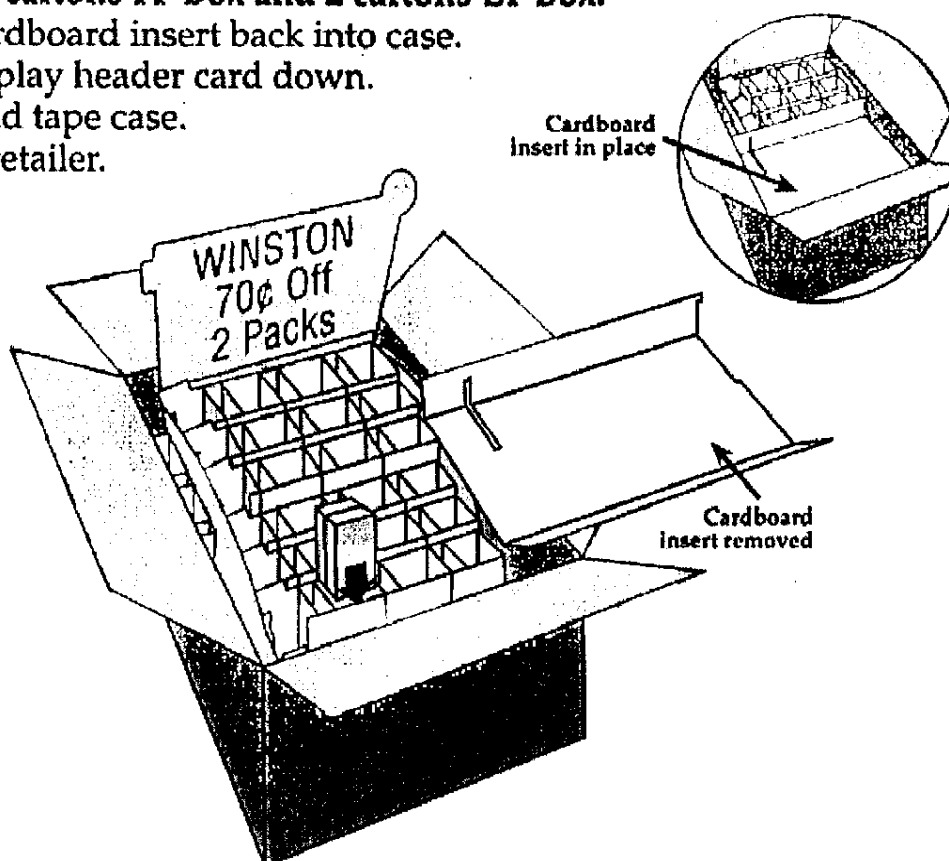
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

W70C-MAY.DOC

51859 3502

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS 2ND QTR. '98****May WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case. Remove cardboard insert.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Place cardboard insert back into case.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541085 WINSTON May .70/2 PK Display Kit
Promotion Reporting Description: WIN May .70/2 PK

Brand Style						
Number of Cartons						

51859 3503

WHOLESALER : 619822 WUSTEFELD CANDY CO., INC. <DIRECT>
TEMPLATE : 800266 80500 WIN MAY .70/2 NO
TEMPLATE SEQ : 0905
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302	162320	177018	MOOREWOOD IGA	MAIN STREET	NORTH CREEK	NY	12853	1				(518) 251-2775
162303	162324	420660	MIAN PETROL	3036 BROADWAY	SCHENECTADY	NY	12306	1				(518) 355-2101
162305	162322	362019	LARK ST NEWS & GROC	252 LARK ST	ALBANY	NY	12210	1				(518) 465-5800
162305	162322	575489	CAPITAL NEWS	232 WASHINGTON AV	ALBANY	NY	12210	1				(518) 465-6925
162305	162322	636357	R&A GROCERY	267 CENTRAL AVENUE	ALBANY	NY	12206	1				(518) 436-8475
162305	162326	733501	DELAWARE NEWSROOMIN	454 DELAWARE AVE	ALBANY	NY	12209	1			184857	(518) 465-4232
162305	162322	752669	EMPIRE NEWS & GROCE	10 DELAWARE AVE	ALBANY	NY	12210	1				(518) 426-1543
162305	162322	764401	SAM'S SHOPPE	438 CENTRAL AVE	ALBANY	NY	12206	1				(000) 453-9654
162305	162326	767623	SUNNY'S DELI	334 DELAWARE AVE	ALBANY	NY	12209	1				(518) 463-5306
162305	162326	769975	.99 & MORE DISCOUNT	141 S PEARL ST	ALBANY	NY	12202	1			99MORE	(518) 436-7618
162305	162326	777268	ALBANY FIVE STAR	354 S PEARL ST	ALBANY	NY	12202	2				(518) 426-2314
162306	162326	681153	ZENATH PETROLEUM	RT. 66 & 9H	GHENT	NY	12075	1			COBBLE H	(518) 828-5829
162306	162326	700515	AVERILL PARK MARKET	1636 BURDEN LAKE	AVERILL PARK	NY	12018	1				(518) 674-3821
162306	162325	727872	AB GROCERY	AB CONVENIENCE	TROY	NY	12180	1				(518) 274-0162

PAGE BREAK TOTAL ACCOUNTS 14 TOTAL QUANTITY 15

TEMPLATE TOTAL ACCOUNTS 14 TOTAL QUANTITY 15

51859 3504